

CITY OF LONG BEACH Report to the Community



ACCOMPLISHMENTS: October 1, 2002-September 30, 2003







LONG BEACH RESIDENTS

ELECTED OFFICIALS

Mayor

Beverly O'Neill 562-570-6801

District Two

Dan Baker 562-570-6684

District Five

Jackie Kell 562-570-6932

District Eight

Rob Webb 562-570-6685

Vice Mayor, District Three

Frank Colonna 562-570-6310

District Six

Laura Richardson 562-570-6816

District Nine

Val Lerch 562-570-6137

City Attorney

District OneBonnie Lowenthal

562-570-6919

District Four

Dennis Carroll

562-570-6918

District SevenTonia Reyes Uranga

562-570-6139

Robert Shannon 562-570-2213

City Auditor

Gary Burroughs 562-570-6752

City Prosecutor

Thomas Reeves 562-570-5600

CITY MANAGEMENT

City Manager

Gerald Miller 562-570-6916

Deputy City Manager

Reginald Harrison 562-570-5850

Assistant City Manager

Christine Shippey 562-570-6811

Deputy City Manager

Suzanne Mason 562-570-5092

Community Development

Melanie Fallon, Director 562-570-6841

Health & Human Services

Ronald Arias, Director 562-570-4000

Long Beach Energy

Christopher Garner, Director 562-570-2003

Financial Management

Robert Torrez, Director 562-570-6237

Human Resources

Kevin Boylan, Director 562-570-6621

Oil Properties

Dennis Sullivan, Director 562-570-3900

Fire

Terry Harbour, Chief 562-570-2510

Library Services

Eleanore Schmidt, Director 562-570-7500

Parks, Recreation & Marine

Phil Hester, Director 562-570-3170

Planning & Building

Fady Mattar, Acting Director 562-570-6651

Police

Anthony Batts, Chief 562-570-7301

Public Works

Christine Andersen, Director 562-570-6641

Technology Services

Curtis Tani, Acting Director 562-570-6234



The Report to the Community is the City's annual "Report Card." It shows our progress during the past fiscal year towards accomplishing the goals developed by members of our community in the Strategic Plan 2010.

Each City department has developed individual business plans and goals to purposefully implement the Strategic Plan 2010. In this report, these goals have been grouped, where appropriate, with one of the six Strategic Plan 2010 initiatives. Additional goals, not specific to the Strategic Plan 2010, have been included under "Other Significant Accomplishments."

We hope you will find this document to be an informative and useful tool in understanding how your City departments are working together to serve you.

THE CITY'S BUSINESS IS SERVICE

We are committed to providing quality service to our diverse community in ways that are helpful, caring and responsive.

WORKING TOGETHER TO SERVE

We believe that the success of our organization depends on the teamwork, mutual trust and honesty achieved through our commitment to the following values:

- Participation by citizens and City team members in setting and attaining the City's goals.
- Loyalty to our community, to this organization and to each team member.
- Communication with one another and with residents.
- Innovation in meeting the present and future needs of the city.
- Courtesy in all personal and professional relations.
- Responsibility as a team for efficient and effective delivery of services.
- Integrity in everything we do.
- Pride in our work, in our dedication to public service and in being the best we can be.



MESSAGE FROM THE CITY MANAGER



Gerald R. "Jerry" Miller City Manager

Dear Community Member,

When I wrote to you last year, it was in the capacity of Acting City Manager. I was able to share with you my vision to bring greater transparency and accountability to the City's decision-making, through greater community input and participation. I am pleased and honored to write to you now as your newly appointed City Manager, and to be able to share with you my vision and goals for the medium- and long-term. I hope to bring distinction and excellence to this Office and, together with the community, meet our growing challenges as well as celebrate our successes.

The City's current challenges have demonstrated the criticality of thoughtful dialogue between the community and its government. The Strategic Plan 2010 is evidence of this productive synergy, which provides a clear set of objectives toward which the government, neighborhood groups, business community and non-profit service providers can strive. An essential outgrowth of this cooperative relationship has been increased accountability of decision-makers for the choices they make and resources allocated on behalf of the community toward achieving its strategic goals. The Report to the Community is a means by which I can provide information to the community on the City's progress in achieving the agreed-upon goals set by the Strategic Plan 2010.

The Three-Year Financial Strategic Plan is one recent example of the City and the community working together to address a distinct problem that is solvable and achievable. The solutions will not be easy of course, as the significant reduction in spending and the downsizing of the government will result in service interruptions or reductions. However, the partnership between the community and the City has allowed the development of a three-year roadmap with the key objective of fiscal sustainability.

Clearly, the fiscal challenges we are facing impact our ability to achieve the objectives of the Strategic Plan 2010, but by continually integrating and aligning the objectives of the Strategic Plan 2010 into the City's organizational objectives and operations, we will keep the organization focused on the positive course the community helped to establish.

MY GOALS AS YOUR CITY MANAGER

The Strategic Plan is our beacon and guides us at all levels as we plan to take Long Beach to the next level. In an attempt to align the organization with the strategic objectives of the community, I have developed four mediumand long-term goals for my tenure as City Manager.

A CLEANER AND SAFER COMMUNITY

Through our Police, Fire, Health and Public Works Departments we are proud to have achieved the following during 2002-2003:

- Completed the Emergency Communications and Operations Center, which houses Police and Fire dispatch operations and allows us to continue offering high-speed response to emergency calls for assistance.
- Returned 42 sworn officers to street patrol, improving safety in neighborhoods and business corridors.
- Removed graffiti from 15,365 sites throughout the city, and increased the budget to do even more next year.
- Secured over \$6 million in Homeland Security funding to ensure that our residents realize maximum safety.

A FISCALLY STRONGER CITY

Like many cities, Long Beach is faced with a serious budget challenge, a projected \$105 million structural deficit over the coming three-year period. With the help of our community, we have achieved the following over the past year:

- Developed a Three-Year Financial Strategic Plan to reverse the trend of deficit spending and place our City on a strong financial footing for the future.
- Earned the prestigious 2003 Helen Putnam Award from the League of California Cities for the inclusive nature of the City of Long Beach Budget Evaluation Process Community Based Budgeting.
- Adopted financial policies to establish standards for guiding the budget and financial activities of the City.

INCREASED PUBLIC TRUST THROUGH GOVERNMENT TRANSPARENCY

I am continuing efforts to make City Hall more transparent and accessible to the community. Over the past 12 months, we have implemented the following programs to increase public trust and organizational transparency:

- Initiated the City of Long Beach Speakers Bureau, which can be found on the City's website at www.longbeach.gov or at (562) 570-6999.
- Our "Voice Your Choice Survey," conducted last winter, resulted in 13,500 responses from the community. Those responses provided guidelines for the Three-Year Plan, which, in turn, is guiding this year's budget choices.
- The Budget Summit, held in July, resulted in over 300 residents voicing their opinions about the Fiscal Year 04 Budget, again providing guidance the City Council needs to make hard decisions regarding core services.

• Conducted neighborhood meetings to discuss important issues facing the City, including the I-710 Freeway, the Long Beach Airport and the Central Guide for Redevelopment.

LINKING NEW DEVELOPMENT AND NEIGHBORHOOD NEEDS

I will strive to support well-planned new development, which helps bolster our economic base, while balancing this with the need to mitigate the impacts of growth in our neighborhoods. To this end, we are proud of the following accomplishments in this area:

- Opening in November 2003, the Pike at Rainbow Harbor, adjacent to the Long Beach Aquarium and Queensway Bay Harbor, will be a 350,000 square-foot commercial complex consisting of entertainment, retail and restaurants that will serve the entertainment and dining needs of visitors and residents.
- Scheduled to open in December 2003, the Family Health Education Center will be dedicated to promoting a healthier city through health education, leadership development, and collaboration with our diverse community.
- Invested \$4 million in sidewalk and curb repair, and slurry sealed or repayed 60 miles of street.
- Applied for funding through the Public Library Construction and Renovation Bond Act of 2000 for a new Mark Twain Library on the Anaheim Corridor.

These are but a few examples of how our City team is working to achieve the goals established by our Strategic Plan 2010.

More are listed in this Report.

The results of the increased communication and accountability established between the City and the community over the past twelve months are extremely encouraging. I believe that there is a greater appreciation for the challenges that we face as well as for the solutions that exist to address them. Only through continued collaboration, learning and sharing will we be able to achieve solutions to long-standing problems, and effectively achieve the goals we have established for ourselves as a community.

I also wish to thank the Mayor and the City Council for the tremendous opportunity to serve them and the residents of Long Beach.

Sincerely,

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Gerald R. Miller City Manager

Your City's senior management team.
Clockwise from upper left, Gerald Miller,
City Manager; Christine Shippey,
Assistant City Manager; Reginald Harrison,
Deputy City Manager, and Suzanne Mason,
Deputy City Manager.





- Balance economic development with community needs, while maintaining neighborhood character and preserving open space.
- Develop/improve residential, commercial and industrial buildings and properties.
- ▶ Provide facilities that are safe, accessible and responsive to the community's changing needs.
- Ensure that open space, parks, and recreational facilities meet community needs.
- ► Ensure that recreational programming, leisure opportunities and community services meet the diverse needs and interests of residents.
- ▶ Ensure that buildings and properties maintain their quality and value over time.
- Provide for sustainable and efficient operation of public facilities.

STRATEGIC PLAN 2010

Establish a citywide network of community centers.

Establish "Adopt-A-Street" programs.

Invest in neighborhood leadership development.

- The Neighborhood Resource Center provides access to programs and services, workshops on community diversity and leadership, and seminars on neighborhood problem solving skills. Quarterly meetings are offered for all neighborhood leaders, and staff assists residents in organizing neighborhood associations.
- Scheduled to open in December 2003, the Family Health Education Center is a neighborhood-based center dedicated to promoting health through education, leadership development and collaboration.
- Established an "Adopt-A-Street" program where corporate sponsors remove litter from "adopted" half-mile segments of Long Beach streets once a month.
 Currently nine miles of streets have been adopted.
- Sixty-five individuals graduated from the Neighborhood Health Leadership Program and 37 community leaders graduated from the Neighborhood Leadership Program. These individuals are now serving in leadership roles in their respective neighborhood associations. Through these programs residents build the capacity to solve health problems and other issues in their communities.





STRATEGIC PLAN 2010

Educate first-time homebuyers.

Improve neighborhood infrastructure.

Enhance programs to stimulate investment in housing improvement projects.

Address needs of individuals with disabilities.

- First-time homebuyer seminars were conducted monthly in English with Spanish translation available.
- A video for the hearing impaired and quarterly "post-buyers" seminars were used to educate community members on home ownership. These programs were made possible through funding from the Federal Home Loan Bank.
- Invested \$4 million in sidewalk and curb repairs, and slurry-sealed or repaired 60 miles of streets.
- More than \$1 million in Community Development Block Grant funds went to home improvement programs, allowing for the rehabilitation of housing units and properties.
- A citywide housing action plan was developed to further improve and expand programs to stimulate housing improvement efforts.
- High-priority Americans with Disabilities Act improvements for public facilities, curb ramps and bus stops are nearing completion.
- Received \$50,000 towards the opening of the Main Library's Information Center for People with Disabilities.



NEIGHBORHOOD DEVELOPMENT

STRATEGIC PLAN 2010

Address needs of individuals with disabilities.

Support neighborhood efforts to create beauty and pride by removing blight.

Implement and publicize the Human Dignity policy.

What You Can Do

- Keep property and alleys clean.
- ► Call for special items pick-up when needed.
- Organize and/or participate in a neighborhood association.
- ► Get to know your neighbors.
- Attend cultural and art events in your neighborhood.
- ► Report graffiti.
- ▶ Plant flowers and trees.
- ▶ Volunteer in your neighborhood.

- Adoption of the "Visit-Ability" Ordinance in 2002 applies to new construction of single-family or duplex dwelling units that receive assistance from the City.
 Dwelling units must have at least one accessible entrance door and at least one accessible bathroom as part of the design and construction requirements. Long Beach is one of the first cities in California to implement this type of ordinance.
- The Housing Authority was awarded 200 additional non-elderly disabled vouchers.

 An application is pending for 50 "mainstream" vouchers for the disabled.
- City teams are addressing nuisance and code enforcement issues in the neighborhoods through the "Fresh Start" program and "Strike Force" actions, a combined enforcement approach that utilizes resources from multiple departments.
- A state code compliance program grant aimed at improving housing conditions, retaining affordable housing, building healthy neighborhoods and cleaning blighted areas is in full operation for the second year of a three-year program.
- Residents completed more than 200 neighborhood and alley clean-ups, and were given hundreds of gallons of free paint for graffiti removal.
- Five properties that had violations of drug activity, prostitution or loud noise were declared public nuisances and are being monitored for an 18-month period.
- The City met with 25 motel owners to address drug and prostitution issues along Pacific Coast Highway.
- Converted eight apartments at 429 Almond Avenue into four townhomes for sale to low-income households.
- The Mayor and City Council issued a proclamation declaring October as Cultural Diversity Month.
- The Human Dignity Program incorporated an intergroup conflict resolution team as part of the Hate Crime Response Team. Members include a judge, a law enforcement officer, a senior psychologist for Long Beach Unified School District and others.





Sidewalk and curb repair remained a high priority for the City.

STRATEGIC PLAN 2010

Provide outreach, education and connections with leaders and policymakers.

Increase opportunities for residents to influence decisions that affect them.

WHAT WE'VE DONE

- A City of Long Beach Speakers Bureau was created so that staff would be available to speak at community meetings to discuss topics of interest to residents and business owners. This is an effort to bring City Hall closer to the neighborhoods and to build a stronger relationship with the community. The Speakers Bureau topic list can be accessed through the City's website at www.longbeach.gov.
- In an effort to solicit input from the community and to help direct the development of the Three-Year Financial Strategic Plan (Plan), the City conducted an extensive community surveying effort. From the "Voice Your Choice Community Survey" on City services, the City received more than 13,500 responses, including approximately 7,000 written comments, and used this input to help craft the Plan. The Plan preserves funding in the areas deemed most important by the community.
- In developing the Plan and the Fiscal Year 2004 budget, which began on October 1, 2003, the City reached out to the community for input. There were a series of community meetings, including the July 12, 2003, Budget Summit, to increase dialogue with the community. Feedback from the community contributed to the City Council's deliberations on the FY '04 budget.



- Neighborhood Watch 562-570-7229
- Community Code Enforcement 562-570-6399
- Graffiti Abatement Hotline 562-570-2773
- Neighborhood Nuisance Abatement Program 562-570-5257
- Neighborhood Resource Center 562-570-1010
- Special Items Pick-up 562-570-2876

COMMUNITY SAFETY

Goals

- Respond effectively to emergencies.
- ▶ Provide effective prevention, education and preparedness services.
- Reduce criminal activity in our city.
- Improve quality of life through proactive enforcement.
- Partner with the community to help provide a safe city.
- Promote healthy behaviors to prevent the spread of communicable diseases and improve the health of the community.
- ▶ Protect the community from injury, disease and nuisances.

STRATEGIC PLAN 2010

Provide reliable state-of-the-art public safety communication systems.

Maintain strong emergency preparedness.

- Completed construction of the Emergency Communications and Operations Center on time and under budget. The facility houses police and fire dispatch operations and serves as the center of operations during emergencies.
- A program has been implemented to strengthen the City's ability to respond and to protect the public from a bioterrorist threat or similar public health emergency. Preparedness activities are coordinated in conjunction with federal, state, county and local authorities.
- Terrorism preparedness funding and training is critical, in order that the City be educated and equipped to respond appropriately in coordination with other agencies. City staff worked with the legislature and our lobbyists to apply for, and secure, more than \$6 million in Homeland Security grants to enhance our preparedness.
- A new fire station was opened near the Queen Mary. It will provide a strategic location to respond to calls for service originating in the Port of Long Beach, the Queen Mary and the new Carnival Cruise Line.





The Long Beach Police and Fire
Departments work collaboratively at
the new Emergency Communications
and Operations Center to provide timely
and effective response to community needs.

STRATEGIC PLAN 2010

Maintain the highest possible number of officers on uniform patrol.

Expand resources and volunteer efforts for graffiti abatement efforts.

Eliminate illegal dumping of trash and debris.

Encourage public involvement in public safety.

- Through the realignment of staff in the Police Department, 42 sworn police officers returned to patrol, putting more officers on the street and in neighborhoods.
- Graffiti was removed from 15,365 sites throughout the city.
- Held 200 neighborhood and alley cleanups that included graffiti removal.
- Long Beach Energy has implemented new refuse collection routes that improve response times for collection of illegally dumped items. An alley photo enforcement program is also in effect to discourage illegal dumping.
- Over 200 community members participated in the Community Emergency Response Team (CERT) program this past year. The program taught residents how to prepare for and provide immediate help to their family and neighbors in the event of a major emergency.
- CPR (cardiopulmonary resuscitation) Training Day was conducted in conjunction
 with the American Red Cross. Over 2,000 community members were certified.
 Classes were held in English and Spanish for certification in adult and
 infant/child CPR.
- Over 90 community members graduated from Community Police Academy courses. The courses provide insight into the criminal justice system and the Long Beach Police Department operations.
- The Senior Police Partners volunteer program supports community-policing efforts at substations and extends outreach to seniors.

COMMUNITY SAFETY

STRATEGIC PLAN 2010

Reduce homelessness by supporting programs that focus on factors contributing to the homelessness.

Other safety accomplishments.

WHAT WE'VE DONE

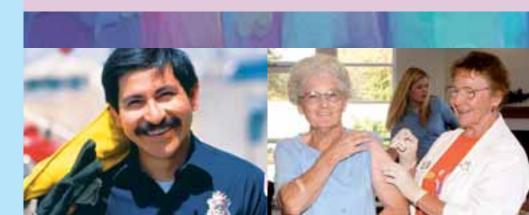
- A citywide count and demographic survey of homeless persons was conducted to document information critical to the development of a plan to reduce homelessness and to better identify the specific needs of the homeless population.
- Interdepartmental meetings were convened to coordinate citywide resources and service activities that assist the homeless to exit the streets and become self-sufficient.
- Replaced over 700 school/pedestrian warning signs with fluorescent yellow-green signs to enhance pedestrian safety.
- Conducted regular inspections to ensure that the food that is sold and served in Long Beach is safe, wholesome and produced under sanitary conditions at the more than 2,000 food facilities in the city. During this past year, 4,500 food facility inspections were performed.

What You Can Do

- In a non-threatening situation, seek to resolve problems with neighbors first.
- Encourage your neighbors to join you in forming a Community Emergency Response Team (CERT).
- Always lock your doors and windows when home alone.
- Speak out and report crimes to assist with an investigation.
- Report drug dealing in your neighborhood.
- Attend Neighborhood Watch meetings.
- ► Have provisions to be self-sufficient for three days during a disaster.
- Learn cardiopulmonary resuscitation (CPR).
- Have, and practice, a home escape plan.

- Emergencies: 911
- Police Non-Emergency or Emergency via Cell Phone 562-435-6711
 www.longbeachpd.org
- Fire
 Emergency via Cell Phone
 562-436-8211
 www.longbeach.gov/fire
- Neighborhood Watch 562-570-7229
- Citizen Police Complaint Commission 562-570-6891

- Community Emergency Response Team (CERT) 562-570-2525
- Emergency Information Line 562-570-5252
- Travel & Immunization Information 562-570-4212
- Public Health Web Page www.longbeach.gov/health
- Animal Control Services 562-570-PETS (7387)



EDUCATION & YOUTH



- Promote social well-being and improve the general conditions of the community.
- Increase youth and adult literacy.
 - ▶ Enhance the community's ability to access information to meet educational, recreational and cultural needs.
 - ▶ Ensure that the level of resource materials meets the needs of a highly diverse public.

STRATEGIC PLAN 2010

Increase the number of programs for preschool children.

WHAT WE'VE DONE

- Received \$50,000 from The Boeing Company to develop a library outreach program for preschool children and their caregivers.
- Served an estimated 500 preschool children through 25 additional fee-based recreation classes and programs, which included dance, music and craft lessons.
- Introduced new technologies at nine libraries to help preschool children, their parents, and English-language learners hear books 'read out loud' through specially developed books and computerized wands. This program was completely funded by the Long Beach Public Library Foundation.
- Childcare training, and license and certification programs have been implemented in accordance with the City's childcare master plan.

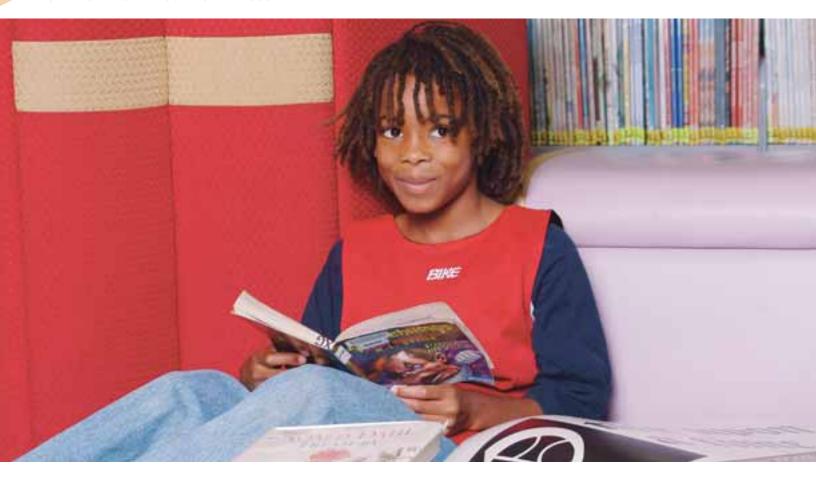
Improve school-to-career transition for youth.

- Summer work experience was provided to 175 youth through a partnership with the Youth Opportunity Center and the Long Beach Unified School District's School for Adults.
- The Library partnered with the Long Beach Unified School District in the Community Based English Tutoring program to reach 150 adult English learners and their young children, and offered tours, programs and resources in bilingual formats.

Support and participate in collaborative projects to enhance programs for youth.

• The Library expanded teen programs, offering opportunities for expression through teen coffeehouses and discussion groups, and establishing four Teen Councils to encourage participation in planning and implementing library programs. Circulation of teen materials continues to significantly increase.





STRATEGIC PLAN 2010

Support and participate in collaborative projects to enhance programs for youth.

- Through a "Literacy Plus" grant, ninth graders at Jordan High School received tutoring in math, reading, writing, a school-based recreation activity each month and computer training at Houghton Park.
- The Parks, Recreation and Marine Department collaborated with the YMCA of Greater Long Beach to implement the "Teen Asset Institute." This program was designed to help teens achieve adult self-sufficiency.
- The Fire Department Mentoring Program helps youths avoid the hazards of negative peer pressures, and teaches them life essentials, such as CPR, first aid, cooking, fire safety, goal development, work ethics, integrity and self-discipline.
- The Library held its second Annual Book Week, a citywide festival of reading, featuring a broad array of programs related to Harper Lee's classic "To Kill a Mockingbird" at libraries, high schools, Long Beach City College, Center Theater and other venues.



EDUCATION AND YOUTH

STRATEGIC PLAN 2010

Increase community-based, family-friendly facilities that provide resources to families.

Increase the safety of Long Beach youth.

WHAT WE'VE DONE

- The Library operated 12 Family Learning Centers, which are funded entirely by the Long Beach Public Library Foundation. Forty-thousand students received help during the past year.
- · Monitored and addressed potential youth and neighborhood issues to deter gang violence.
- Gang Intervention and Park Ranger staff increased their presence at pools, youth sports games and teen dances to help prevent youths from becoming involved in gangs. The City has also increased youth activities, such as a new Sunday basketball league for transitional ninth graders, permanent and mobile skateparks, new programs at six middle schools, and programs in cooperation with the Boys and Girls Club of Long Beach.
- Due to the importance of fire safety education for youth, the Fire Safety House continues to visit every third grade class in the Long Beach Unified School District.

What You Can Do

- ▶ Become a member of your child's Parent Teacher Association.
- ► Teens, become a volunteer, visit Teen Centers and join a Library Teen Council.
- ► Get a library card.
- Use the Family Learning Center at City libraries.
- ▶ Read a book.
- ► Participate in "Long Beach Reads One Book: 2004."
- Tutor and mentor a child.
- ► Become a library volunteer.
- ► Take a class offered by Parks, Recreation and Marine.
- Coach a team.
- ► Have your child immunized.

- Family Learning Centers www.lbpl.org
- ► Teen Centers/Teen **Outreach Programs** www.lbparks.org
- Youth Recreational Activities www.lbparks.org
- Library's Youth Services Coordinator 562-570-6220
- Childcare Coordinator 562-570-4245
- Youth Health Services-Maternal and Adolescent Health 800-832-2307



ENVIRONMENTAL



- Ensure that Long Beach is clean, healthy and attractive by eliminating refuse and debris.
- ldentify and improve environmental conditions impacting the public's health.
- Ensure that parks, recreational facilities, beaches, waterways and marine amenities are accessible.
- Ensure that development does not negatively impact the natural and built environment.
- ▶ Reduce vehicle emissions in accordance with AQMD regulations.
- Preserve and enhance the value and environmental quality of vital infrastructure.
- Provide safe, reliable and convenient transportation systems.
- ▶ Protect the environment and ensure safe working conditions through proactive management.

STRATEGIC PLAN 2010

Evaluate purchasing policies and develop green building development guidelines.

Encourage environmental education, awareness and involvement.

Preserve existing open space.

Explore opportunities with Long Beach Unified School District to enhance the aesthetic and environmental value of school sites.

WHAT WE'VE DONE

- Adopted green purchasing and building policies that established baseline data and sustainability benchmarks.
- Developed a wide variety of educational programs to help the community identify and prevent residential health hazards and environmental pollutants.
- Adopted a policy that all parks be dedicated for park use only, along with policies on how to replace dedicated parkland converted to non-park use.
- Acquired five properties for conversion to open space. Conducted negotiations to create open space and wetlands along the Los Angeles River, and pocket parks throughout the City. Reached an agreement with Long Beach Unified School District to use recreational facilities after school hours and on weekends.
- Received more than \$7.3 million to enhance and preserve open space.

• Developed greening projects at schools, coordinated park naturalist visits to classrooms and expanded the Discover Long Beach Parks program from five schools to 10.







STRATEGIC PLAN 2010

Collaborate with other agencies to maximize acreage for wetlands.

Improve air quality.

Improve water quality and better manage water resources.

What You Can Do

- Reduce, reuse and recycle.
- ► Take a composting class. Take care of the tree in your parkway.
- ▶ Pick up after your pet.
- Participate in a beach/park cleanup.
- Put trash in proper receptacles and tell others to do the same.
- Use public transportation to get around town.

WHAT WE'VE DONE

- Continued to work with the State Coastal Conservancy and other agencies to acquire the Los Cerritos Wetlands. Acquired the Sim's Pond Wetland site in cooperation with the State Coastal Commission.
- A Bicycle Master Plan was adopted and is now a part of the City's General Plan.
- Long Beach Energy is converting its refuse fleet and street sweeping equipment to liquefied natural gas (LNG) and is requiring its recycling contractors to convert the private recycling fleet as well.
- New housing units at the Park at Harbor View, CityPlace and the Walker Building Downtown promote a transit-oriented lifestyle.
- Received a grant for a Colorado Lagoon Wetlands feasibility study. Pursuing additional funding to implement a Colorado Lagoon Master Plan.
- These water pollution prevention measures are in place: catch basin inserts to trap sediment, debris, metals and bacteria; Los Angeles River trash capture devices; beach and watershed cleanup programs.
- A program about stormwater runoff pollution prevention is now being taught in schools. A six weekend "Watershed Cleanup Project" aimed at cleaning and preserving the Golden Shore Wetlands Reserves was conducted.

Resources

- Long Beach Energy
 Environmental Services Bureau
 www.longbeach.recycles.org
- To report illegal dumping, please call our Stormwater Pollution Prevention Hotline 562-570-DUMP (3867).
- Department of Health and Human Services-Water Quality Program www.longbeach.gov/ healthywater_home.htm

For daily updates, please call our hotline at 562-570-4199.

BUSINESS GROWTH & WORKFORCE DEVELOPMENT



- Stimulate/strengthen the local and regional economy.
- ▶ Provide opportunities for residents to improve their social well-being.
- ► Actively support the local business economy.
- ▶ Develop sound financial strategies for business decisions.
- ► Ensure that buildings and properties are built and developed safely for residents, businesses and visitors.
- Ensure that construction regulatory activities and operations create a friendly business environment.
- ▶ Provide safe, reliable and convenient transportation systems that contribute to both the economic vitality and livability of the city.

STRATEGIC PLAN 2010

Develop a citywide economic development plan.

Assemble "Red Teams" to identify and attract new business and retain businesses we have.

Provide incentives for business activity related to international trade.

Develop vibrant retail centers.

Assist small businesses in underserved areas/neighborhoods.

- Overseen by the Economic Development Commission, the City is working with consultants to develop an overall economic development strategic plan so the City might better help facilitate business retention, expansion and attraction.
- Two interdepartmental "Red Teams" were formed to focus on attracting and retaining businesses.
- A Carnival Cruise Line terminal opened last April. Company officials estimate that at least 300,000 cruise passengers will travel through Long Beach annually.
- The first phase of the 30-acre CSULB Technology Park research, development and manufacturing center, opened.
- One-on-one trade facilitation counseling, coupled with education programs, are used to assist businesses to grow internationally.
- The City is working to expand the Foreign Trade Zone to include PacifiCenter.
- Retail slots at CityPlace, the Pike at Rainbow Harbor, Long Beach Marketplace,
 Marina Shores and Alamitos Landing are being filled to provide service needs.
- The Economic Development Bureau's Business Development Center offers training classes and seminars for new businesses and employees.





PF Chang's China Bistro, Long Beach's new, upscale Asian dining experience, is the first installation in the multi-million dollar Pike at Rainbow Harbor entertainment development in Queensway Bay on Pine Avenue.

STRATEGIC PLAN 2010

Create a workforce development plan.

Provide easy access to support services, especially the unemployed, working poor and unskilled.

Revitalize local shopping districts.

Continue existing and develop new policies that maintain a stable, balanced City budget.

- The Workforce Development Board set the 2003 work plan around three themes: addressing soft employment skills, key (and emerging) industries in Long Beach, and the skills gap between job seekers and employers.
- The Concentrated Career Services Effort is an ongoing program in high poverty areas that includes the development of the Center for Working Families at Renaissance Square.
- Support services are provided to adults looking for work through the Career Transition Center and to youth accessing education/workforce training through the Youth Opportunity Center.
- A comprehensive one-stop career center system is in place through the Career Transition Center, the Youth Opportunity Center and other local youth services.
- Funds are being provided to small retail facilities in North Long Beach to assist them with façade improvements.
- The City Council endorsed a Three-Year Financial Strategic Plan (Plan) that provides a framework for future City budgets. The Plan calls for a rational approach to balancing ongoing expenditures and revenues to eliminate the City's structural deficit in the General Fund over the next three fiscal years.



BUSINESS GROWTH & WORKFORCE DEVELOPMENT

STRATEGIC PLAN 2010

Continue existing and develop new policies that maintain a stable, balanced City budget.

Implement policies that recognize the value of "business friendly" customer service practices.

Leverage the local arts presence to create an environment that identifies Long Beach as the region's art center.

WHAT WE'VE DONE

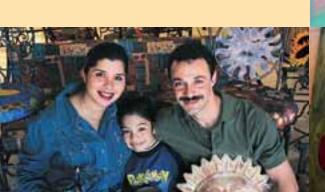
- The City Council adopted a set of Financial Policies to establish standards to be used by the City Council and management to oversee the budget and financial activities of the City in order to maintain a course toward a healthy future.
- Implemented automated Easy Pay credit card service in the utility billing system, which allows utility customers to have their utility payments automatically deducted from their credit card.
- A Community Arts Funding Strategy is being undertaken that will be a collaborative effort between the City and the local arts and cultural community.

What You Can Do

- Take advantage of the small-business programs and services offered at the City of Long Beach Business Development Center.
- Hire local students for intern positions at your business.
- Create or join your neighborhood business association.
- Join the Long Beach Area Chamber of Commerce.
- ▶ Buy Long Beach.
- Contact the City's Diversity Officer for support and information.

- Workforce Development Bureau 562-570-7730 www.longbeachworkforce.org
- Career Transition Center 562-570-3700 www.longbeachworkforce.org
- Youth Opportunity Center 562-570-4700 www.longbeachworkforce.org
- Business Development Center 562-570-3800 www.lbbusiness.com

- Diversity Outreach Officer 562-570-6462 www.longbeach.gov/diversity/
- Business Loan Division 562-570-3892
- Neighborhood Resource Center 562-570-1010 www.longbeach.gov/neighborhood/nrc.htm







NETWORK TECHNOLOGY



- Increase access to City information and services through technology.
- Facilitate customers' effective use of technology.



STRATEGIC PLAN 2010

Create a network of neighborhood communications facilities to provide communication between the City and its citizens.

What You Can Do

- Access the City's website for information on City services and to pay your utility bills.
- Access and or pay your utility bill by phone using the City's automated voice response system.
- Browse the Internet for free in one of the Wireless Internet "HotZones"
 Downtown on Pine Avenue or at the Airport.
- Tune in to City programming including City Council meetings on the City Cable Channel – Channel 8, LBTV.
- ► Watch live broadcasts of City Council meetings on the City's website.
- Access the Internet on over 200 PCs at the main and branch libraries throughout the City.

WHAT WE'VE DONE

- Wireless Internet "HotZones" were implemented on Pine Avenue and at the Long Beach Airport allowing the public to access the web at no charge.
- Utility customers are now able to check the status of their account and make payments over the Internet or by touchtone phone.
- Live broadcasts and replays of City Council meetings can now be accessed over the Internet as well as through cable channel 8, LBTV. This capacity is now being upgraded to allow Internet users to review replays of specific agenda items.
- More than 200 PCs with Internet access are available to the public at the main and branch libraries throughout the city.
- The "Voice Your Choice" survey on City services was used to obtain the public's input on budget and service priorities and was made accessible through the City's website. The survey results, along with the Three-Year Financial Strategic Plan and budget development information, were also made available on the City's website.
- The Library experienced 43,000 hits per month on its web page. This is a 137 percent increase over three years, making it the City's most active web page.
- A Speaker's Bureau was implemented. Topics can be found on the City's website at www.longbeach.gov.

- For information on City services and to pay your utility bills, visit www.longbeach.gov/utilitybilling.
- To pay utility bills by phone call 562-570-5700.
- Businesses, to subscribe to E-notify, visit www.longbeach.gov/ purchasing.
- Watch City Council meetings on the City's website at www.longbeach.gov/cityclerk/ agendas/agenda.htm.

OTHER SIGNIFICANT ACCOMPLISHMENTS



- Engender an open, transparent government through ongoing communication with the community and City employees.
- Provide the financial resources necessary to support the goals and operations of City departments.
- Support a stable, diverse and productive workforce for City operations.
- Provide safe, reliable and cost-effective equipment so that City departments can accomplish their goals.
- ▶ Provide timely and courteous customer service to all of our clients.
- Ensure a safe and accessible environment for the workforce and the public.
- Provide safe, reliable and cost-effective energy to the residents and businesses of Long Beach.
- Ensure adherence to all agreements, processes and public policy.
- Ensure that the City's assets are profitable and properly maintained.



OTHER THINGS WE'VE DONE

- Campaign finance information is now available via the City's website.
- More than 3,900 employees were trained in a variety of safety training techniques to help reduce injuries.
- Completed final 10 percent conversion of traffic signals to 100 percent Light-Emitting Diodes (LED) for energy efficiency.
- For the third consecutive year, the City received the investment pool rating of AAA+ and volatility rating of S1 from Standard and Poor's, which is the best rating possible.
- New technologies ensure that the City's oil assets are profitable and properly
 maintained. Land elevation detail is now collected more efficiently, which allows
 for more timely information at lower costs.
- Ensured that the City accurately receives Utility User Tax on cell phones, bringing an estimated \$400,000 to \$1 million annually in additional revenue.
- In addition to the "Voice Your Choice: Community Survey on City Services," the
 City also solicited input from its employees through the Voluntary Idea Program.
 The City Manager has made a concerted effort to keep employees informed
 about the City's budget challenges.
- The City Manager has established the Employee Innovation Team, made up of employees from all levels of the organization. The team will make recommendations about creating a professional service-delivery environment.
- Weekly department highlights are now provided to the City Council.

AWARDS EARNED BY THE CITY OF LONG BEACH

The City received the prestigious Helen Putnam Award in the category of "Excellence in Enhancing Public Trust, Ethics, & Community Involvement" for the City's Budget Evaluation Process - Community Based Budgeting. City staff went to over 90 community meetings, sent out approximately 140,000 surveys through the utility billing system, and distributed surveys at all City facilities. The end result was over 13,500 responses to the survey, including 7,000 individual comments on what mattered most to the community.

The "Voice Your Choice" survey was core to the development of the Three-Year Financial Strategic Plan, which used community input as the framework to construct a plan to solve the City's general fund structural deficit. The community was further engaged as City staff went back out to the community to continually ask for input on the Three-Year Plan and the Fiscal Year 2004 Budget, which will implement the first year of the Plan.

- The Health and Human Services Department, Nutrition Services Division, won the Best Practices Award for "Notable Customer Service Innovations" by the California Women Infants and Children Association. The division was selected as one of 81 agencies statewide to receive the award for, among other things, the establishment of 48-hour turnaround standard to resolve customer service complaints.
- The Health and Human Services Department, Preventive Health Bureau, won the Webby Awards People's Voice Award Website for the "HIV Stops With Me Campaign." The Webby Awards is the leading international honor for the world's best websites. The "HIV Stops With Me Campaign" seeks to reduce HIV transmission among high-risk groups and to increase community awareness about the impact of AIDS.
- The Human Dignity Program received an outstanding community service award by the Los Angeles County Commission on Human Relations for chairing the Los Angeles County Human Relations Mutual Assistance Consortium for two years.

- ► Channel 21, HTTV, now Channel 8, LBTV, received two first place program STAR Awards by the National Association of Telecommunications Officers and Advisors, States of California and Nevada Chapter, for "Snapshot: Long Beach" and "Heart of the City."
- ▶ The California Public-Safety Radio Association recognized the Long Beach Fire Department: Long Beach Dispatchers earned the "Outstanding Team Performance" award for their actions handling a major traffic accident on the 710 Freeway; a fire dispatcher received the "Outstanding Individual Performance" award for an incident involving a small child who was trapped in a coin-operated washing machine; and another fire dispatcher was named first runner-up for the "Dispatcher of the Year" award.
- Long Beach Energy, Environmental Services Bureau, earned the first place Technical Excellence Gold Award in the Area of Communication, Education and Marketing by the Solid Waste Association of North America. The entry showcased the City's outstanding public education program designed to encourage people to "reduce, reuse and recycle."
- Public Works, Stormwater Management Division, was recognized by the Los Angeles Regional Water Quality Control Board with its 2003 Water Quality Conservation Award for the "Watershed Cleanup Project," which organized over 200 community volunteers and three non-profit agencies for a ten-week project that involved a hands-on educational project that adopted and cleaned up the Goldenshore Wetlands Reserve and its tributaries.









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